

Memorandum
Parks and Recreation



TO: Mayor and City Council
THROUGH: Jeff Kulaga, Assistant City Manager, 480-350-8844
Mark Richwine, Parks and Recreation Manager, 480-350-5325
FROM: Travis Dray, Parks and Recreation Deputy Manager, 480-350-5182
DATE: November 19, 2007
SUBJECT: 2008 NFL Super Bowl Special Events Update & Request

This memo is to inform Council of two 2008 Super Bowl events planned to be held in Tempe on Saturday, February 2. The first, Super Bowl Saturday Night is proposed to be held at Tempe Beach Park from 6-10 p.m. Plans for this event include a free concert for the public with a major headlining entertainer and a fireworks finale over Tempe Town Lake. While this event is free, the NFL is proposing to require tickets to manage attendance. The NFL is projecting a crowd of approximately 40,000 and is targeting families in their marketing for the event.

Like other events held at Tempe Beach Park, the NFL has requested permission to sell beer during the concert. As required by state law, a charity must receive 25% of gross sales and the NFL has proposed using the Tempe Community Foundation as their charity.

The second event is planned for the Tempe Center for the Arts and will be invitation only. This event is for approximately 4,000 NFL executives, sponsors and dignitaries. Staff and the NFL have resolved logistical issues regarding the use of the building that were previously a concern.

The NFL originally made their request to use City facilities for Super Bowl related activities in 2003. Staff responded that the City would be willing to hold the facilities as requested but reserved the right to charge prevailing use and service fees as is customary with the use of City property for special events. The NFL's last response dated March 27, 2006 confirms staff's previous correspondence and confirms the NFL's willingness to comply with permit processes should Tempe venues be used for Super Bowl events (attached).

During 2006, the NFL requested local governments enter into a MOU to provide any and all services requested in support of the Super Bowl and NFL Super Bowl related events at no charge to the NFL. Tempe was the only municipal government in the metropolitan area which did not enter into the MOU.

Staff has continued to meet with NFL representatives since March 2006 on numerous ideas and concepts on how to best utilize Tempe event space. Once the NFL decided to use Tempe Beach Park as an event venue, staff met several times with key representatives of the NFL and provided them with all of the necessary materials required to host an event in Tempe. Staff has continued to work with the NFL regarding the event permitting process and, in a meeting held on June 21st, advised the NFL that if City financial participation was to be requested for Tempe Super Bowl events, a formal request would need to be made by August 2007.

Since August, there have been several conversations between the NFL and staff regarding these events, always leaving City staff uncertain if in fact the NFL was going to use Tempe facilities. On October 19, 2007, City staff held a conference call with NFL executives to gain a clear understanding if any Super Bowl related events would be held in Tempe and which venues would be used. Clarification was made on what the NFL was proposing as far as the structure of the event, and it was also made clear that the NFL had budgeted \$20,000 towards City Services in their pro forma for the Super Bowl Saturday Night Event.

On November 7, 2007 the NFL and their local representatives met with City staff to discuss the use of City facilities for Super Bowl events, related logistics and operations, and probable impacts to City departments. This was the first opportunity for staff from participating departments to become familiar with the proposed event and assess what type of support they would need to provide in order to make the event successful. At this meeting, the NFL indicated they would like to request financial participation from Tempe towards City services for these events. The \$20,000 budgeted by the NFL is likely to be significantly lower than the probable cost of services.

Staff will compile cost estimates from participating City departments as they relate to supporting the Super Bowl events. The costs will be formulated using information that the City has from the NFL's proposal for the event as well as comparisons from similar events that have been held in Tempe.

Staff will provide all financial findings, event information, and the request from the NFL at the December 6, 2007 Issue Review Session for direction.



March 27, 2006

Christopher Anaradian
Project Manager
City of Tempe
P.O. Box 5002
31 E. 5th Street
Tempe, AZ 85280

Dear Christopher,

During the Arizona Super Bowl Bid Committee's process of preparing the bid to present to the National Football League (NFL) in 2003 in attempt to secure Super Bowl XLII for the state of Arizona, the City of Tempe agreed to hold Tempe Beach Park, Rio Salado Park, Town Lake Marina and the future Arts Center Park from Thursday, January 31 – Sunday, February 3, 2008.

This letter is to confirm your participation by holding your venue at no cost for use by the NFL and Arizona Super Bowl Host Committee.

All function space in your facility should be held until September 1, 2007. If the NFL and Arizona Super Bowl Host Committee decide not to utilize your space it will be released for your use in other capacities.

Please fill out and return the attached consent form via fax to 480-281-3006. Please note this consent form is not a contract. It is acknowledging your agreement to hold your venue. If your venue will be utilized by the NFL or Arizona Super Bowl Host Committee, the necessary paperwork will be completed.

Do not hesitate to call if you have any questions regarding this matter.

Thank you – we look forward to working together.

Debbie Wardrop
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Enclosure: Letter from yourself dated July 18, 2003